

Applicant: Michael J. Fell
Application No.: 09/989,636

IN THE CLAIMS

Please amend claims 1, 3, 10, 16, 24, 26, 31, and 31, without prejudice or disclaimer, and cancel claims 11, 12, 17, 18, 27-30, 34, and 35, without disclaimer. A complete list of the claims of this application follows.

Claim 1 (Currently Amended): A method of merchandising a product, comprising:

- providing a base having a top portion and a lateral side wall;**
- detachably engaging a first merchandising element to the lateral side wall of the base;**
- attaching a shelving element to the base, the shelving element being adapted to support the product above the base;**
- detachably engaging a second merchandising element to one of the base and the shelving element such that at least a portion of the second merchandising element is positioned generally over the shelving element, the second merchandising element having a shape corresponding to the product; and**
- coordinating the first and second merchandising elements to market the product.**

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Claim 2 (Cancelled).

Claim 3 (Currently Amended): The method of claim 1, wherein the shelving element includes a vertical panel and a shelves, the vertical panel extending generally upwardly from the base and defining first and second major surfaces, wherein the shelves which extend outwardly from the vertical panel in at least two opposite directions from the first and second major surfaces.

Claim 4 (Original): The method of claim 1, further comprising placing at least one of the product on the shelving element.

Claim 5 (Original): The method of claim 1, wherein at least a portion of the second merchandising element extends beyond the shelving element.

Claim 6 (Original): The method of claim 1, wherein the step of detachably engaging the first merchandising element comprises detachably engaging a mirror to the lateral side of the base.

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Claim 7 (Original): The method of claim 6, wherein the step of providing the second merchandising element further comprises providing a sign related to a shoe.

Claim 8 (Original): The method of claim 1, wherein the step of providing the base further comprises forming the base to have a masonry element appearance.

Claim 9 (Original): The method of claim 1, wherein the step of detachably engaging the second merchandising element comprises detachably engaging an illuminated sign.

Claim 10 (Original): A method of merchandising a product, comprising:
positioning a base on a supporting surface, the base having a top portion and a side portion;
detachably engaging a merchandising element with the base;
detachably engaging a flexible merchandising element with the top portion of the base by sliding one end of the flexible merchandising element into the base through the top portion thereof, the flexible merchandising element being bendable in response to forces exerted in a direction generally normal to the flexible merchandising element to facilitate the stable positioning of the base, the flexible

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merchandising element being capable of bending so that a body of the flexible merchandising element extends through an angle of at least thirty five (35) degrees.
wherein the merchandising element and the flexible merchandising element are coordinated to market the product and the flexible merchandising element includes a shape corresponding to the product.

Claims 11 and 12 (Cancelled).

Claim 13 (Original): The method of claim 10, wherein the step of providing the base further comprises forming the base to have a masonry element appearance.

Claim 14 (Original): The method of claim 12, wherein the step of providing the base includes forming the base with an enclosed hollow area.

Claim 15 (Original): The method of claim 14, further comprising the step of placing ballast within the hollow area of the base to add stability to the base.

Claim 16 (Currently Amended): An apparatus for merchandising a product, comprising:

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a base enclosing a defined volume and having a top portion and a lateral side wall;

a first merchandising element detachably engaged with the lateral side wall;

a shelving element disposed ~~on~~ above and engaged with the base and adapted to support the product above the base, wherein the shelving element includes a vertical panel that extends generally upwardly from the base and includes first and second major surfaces, wherein the shelving element further includes shelves which extend outwardly from the vertical panel in opposite directions from the first and second major surfaces; and

a second merchandising element detachably engaged with one of the base and the shelving element such that at least a portion of the second merchandising element is positioned over the shelving element and on a side of the shelving element opposite from the base, wherein the second merchandising element has a shape corresponding to the product.

Claims 17 and 18 (Cancelled).

Claim 19 (Original): The apparatus of claim 16, wherein at least one of the product is located on the shelving element.

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Claim 20 (Original): The apparatus of claim 16, wherein at least a portion of the second merchandising element extends beyond the shelving element.

Claim 21 (Original): The apparatus of claim 16, wherein the first merchandising element comprises a mirror.

Claim 22 (Original): The apparatus of claim 21, wherein the second merchandising element is a sign related to a shoe.

Claim 23 (Original): The apparatus of claim 16, wherein the base has an appearance of a masonry element.

Claim 24 (Original): ~~The apparatus of claim 16,~~ An apparatus for merchandising a product, comprising:
a base enclosing a defined volume and having a top portion and a lateral side wall, the base having a masonry appearance;
a first merchandising element detachably engaged with the lateral side wall;
~~wherein the second merchandising element comprises an illuminated sign~~

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disposed above and connected to the base and forming a second merchandising element, the illuminated sign having a frame about the perimeter and at least one major surface with a translucent material thereover to define an interior for housing a light source, the first and second merchandising elements being coordinated to market the product.

Claim 25 (Original): The apparatus of claim 16, further comprising at least two wheels rotatably mounted to the base.

Claim 26 (Currently Amended): An apparatus for merchandising a product, comprising:

a base having a top portion and a lateral side;
a first merchandising element detachably engaged with the lateral side; and
a product supporting element disposed ~~on~~ above the base and adapted to support the product above the base, wherein the product supporting element comprises at least one of a slat wall and a peg board, the product supporting element being adapted to support at least one product holder; and
a second merchandising element detachably engaged with one of the base and the shelving element such that at least a portion of the second merchandising

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element is positioned on a side of the shelving element opposite from the base

Claims 27-30 (Cancelled).

Claim 31 (Currently Amended): A product merchandising apparatus
comprising:

a base having spaced apart opposed face portions that define a receiving slot
between them which extends generally laterally entirely across a top surface of the
base;

a signage retentions ~~means~~ mechanism formed by the spaced apart opposed
face portions which provide upright support for and ~~on at least one of the face~~
~~portions~~ for releasable retention of a signage associated with the product;

the signage including a generally vertical support that is received within the
slot, the signage having a shape corresponding to the product;

at least one product display ~~means~~ mechanism attached to the vertical
support between the signage and the base; and,

a display element disposed on a sidewall of the base that corresponds to a
displayed product.

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Claim 32 (Original): The apparatus of claim 31 wherein the display element is supported by the vertical support in a position above the display shelf the base.

Claim 33 (Currently Amended): The apparatus of claim 31 wherein the vertical support and the display shelf element are a one piece unit.

Claims 34 and 35 (Cancelled).

Claim 36 (Original): The apparatus of claim 31 wherein the vertical support, the display means and the display element are a one piece unit.

Claim 37 (Original): The apparatus of claim 31 wherein the display element has the same general shape as the displayed product.

Claim 38 (Original): The apparatus of claim 37 wherein the vertical support and the display element are a one piece unit.

Claim 39 (Original): The apparatus of claim 31 wherein the display element has the same general shape and appearance as the displayed product.

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Claim 40 (Original): The apparatus of claim 39 wherein the vertical support and the display element are a one piece unit.

Claim 41 (Original): The apparatus of claim 40 wherein the apparatus has different product display elements on each of the opposed face portions.